

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

" Increase my rates? and Knowing when to stop talking"

October 2011

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046
www.thewriteplanllc.com info@thewriteplanllc.com 724.910.9640

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Hey gang sorry for the delay in the newsletter this month. I have had some family pet issues that took time to get through first; however, know that even if you do not see my monthly email early on in any given month the calendar is ALWAYS updated at the beginning of the month no matter what (pretty much).

Also, for those who attended the TIE Pittsburgh event at CMU (October 1st) that I spoke at I would like to say from the bottom of my heart **THANK YOU** for coming. Those that missed it you can still check future event from TIE Pittsburgh on their website.

Happy Networking!

Chad

"The NetworkING of Pittsburgh"

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.

NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 2,200** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).



With downward pressure on prices in general, and consultant rates in particular, how likely is it that I will be able to raise my rates anytime soon?

Although overall economic strength or weakness may mean overall prices "should" increase or decrease, this has little to do with rates clients will pay for your consulting services. In theory, skills in short supply compel people needing them to pay higher prices. (In theory.) But that is only part of the story.

When the economy changes, the types of services in demand also change. Don't confuse supply with demand. Just because there aren't many other consultants doing what you do doesn't mean that the demand remains high. Sometimes the demand declines along with supply.

Increasing your rates requires you to make the case to prospects and clients that your services will make them and their business more productive. When the economy slows, there are needs for new or different types of services. Your credibility to provide those services is validation of your greater value.

Tip: Talk to your clients about specifically what has changed in their short term needs. Look at the trade press for points of pain for companies in your area of specialization. Show the direct link between increasing cash flow to increase profitability in the emerging economy and your ability to increase employee productivity through usable skills. Be fully prepared for any argument that your services are worth less because "the economy is slow."

In a client meeting, when is it appropriate to actively lead a client and when is it better to back off and let them take more responsibility? Sometimes I feel like I am moving too quickly through the session.

One of the most important skills a consultant learns is when to talk and when to listen. I have seen colleagues keep talking, at times overriding others in the room, when their contribution is neither wanted nor needed. Our job is to help the client reach a solution, not to run past them on the way. If we want to help them get there as fast as possible with robust understanding, we need to be sensitive to their level of participation and progress and the impact of our dominating the conversation.

As consultants, we often have though through an issue to a greater extent than a client. We need to be sensitive to providing guidance in a way that the client is prepared to hear what we have to say, can think through and contribute to the solution, and the conversation is synchronous. This is no time to prove how clever we are. Even if you know the "answer" to an issue, there is value in letting the client work through the issue (with your guidance).

Tip: Before each working session, talk to your client sponsor to fully assess where attendees are in terms of their background knowledge, their facility with the tools and concepts you will use, and the respective roles you and client staff will play. Talk about how much you will lead and how much the client wants staff to participate and contribute. Your client will appreciate your effort to make staff owners of the process and let you contribute and lead from the middle. This leaves a more sustainable result than your lecturing from beginning to end.

Advertise here



The Write Plan, LLC

Chad E Zwigart, MBA/MPM
Principal Business Consultant

104 Renee Drive
Mars, Pennsylvania 16046

724.910.9640 Cell
724.625.2552 Fax
chad@thewriteplanllc.com

<http://www.thewriteplanllc.com>